

International Festivals Fund: Sales Support (IFFSS)
TERMS & CONDITIONS

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1. IFFSS Terms & Conditions for Applicants

1.1 Introduction

The International Festival Fund, Sales Support (IFFSS) is managed and run by the UK Film Council's Export Unit.

IFFSS aims to enhance the promotional opportunities of a selection of UK films at important international festivals and is intended to:

- support the successful distribution and box office performance of UK films in international markets;
- Promote UK film, talent, services and crews internationally.

The level of awards will be determined by the quality of the applicant's promotional campaign and the degree to which the level of support will enhance the international exploitation opportunities for the supported film.

Any queries about IFFSS or the application process should be directed to Corinne Ranaraja:

Email: corinne.ranaraja@ukfilmcouncil.org.uk

Telephone: +44 207 861 7914

1.2 Eligibility

Applications are welcome from any sales company seeking financial support towards the costs of promoting an eligible premiere of a UK film at the scheme's eligible festivals. For a full list of eligible festivals, sections and premiers, go to Appendix 1.

A single title can receive a maximum of two IFFSS awards: once for a non North American festival, and once or twice for two different North American festivals.

Furthermore, to be supported a film must:

- Qualify as British (see Definitions)
- Be represented by a sales company at the festival for which the grant is applied for (see Definitions)
- Have had its official selection confirmed in writing by the festival concerned (please provide evidence of this as part of the application);
- Have a production budget of no more than £6 million (applicants may be requested to provide documents evidencing this);
- Have a minimum duration of 70 mins (with the exception of a children's film, which should be no shorter than 63 mins);
- Be intended for theatrical release.

Any co-productions making an application must be certified as a UK majority 35% co-production. In some circumstances, films that can prove they are substantially British (over 35% of the budget and elements) but not in possession of a British Film Certificate, may be considered.

1.3 How to Apply

- All applications must be made online, via the online application form available on the UK Film Council website and from here: https://www.GrantRequest.com/SID_772?SA=SNA&FID=35007

- All applications must be accompanied by a completed Financial Summary Form, downloadable from here:
http://www.ukfilmcouncil.org.uk/media/excel/o/s/IFFSS_financial_summary_template.xls
- If an applicant does not wish to complete the application form in one session, it is possible to save the form online and return to it. Applicants will be prompted to save the application and password-protect their online profile.
- The identity of the festival will determine which premiere is relevant to the application. Applications must be received no later than the stated deadline
- Applicants must email Corinne Ranaraja once an application has been submitted.

Both the online Application form and the Financial Summary are required elements of the application.

1.4 Applicants

Only applications made by a Sales Company or Producer seeking support for a British film will be considered.

Producers of eligible films may apply, but if the UK Film Council chooses to support the application, the producer will be required to attach a sales company to represent the film and any offer of funding will be made to the sales company and not to the producer. Such a sales company will need to have been appointed prior to commencement of the relevant festival. Unfortunately we cannot accept applications from individuals.

The Applicant must:

- commit, or be planning to commit, an appropriate investment to the films participation at the festival, relevant to the film and its perceived market potential and the festival concerned;
- submit completed application and financial summary forms, to include all of the following:
 - details of the relevant festival and programme section it has been selected for;
 - details of the premiere category;
 - details of any costs the festival will meet;
 - details of other UK or international public funding (i.e. European Film Promotion's Festival Sales Support Scheme) raised to support the exploitation of the film at the festival;
 - details of the marketing and promotion plan for the film at the festival, clearly indicating how the schemes support will increase the films international marketing and promotional opportunities; details of the budget for all participation and exploitation costs for the film at the Festival to include the amount requested from the UK Film Council.
- Submit documentary evidence of the appointment to handle international sales for the film (e.g. sales agency agreement or deal memo).

1.5 Items Eligible for IFFSS and Payment Schedule

Eligible Items:

Support can be provided by the UK Film Council for one or more of the following items:-

- production of subtitled prints;
- travel and accommodation costs for the director and key talent;

- press campaign (including EPK's and the appointment of an international public relations agency);
- Marketing items (e.g. print items).

The UK Film Council will not be able to fund any item in the above list which is already supported by the relevant festival or other public agency.

Where a film has a distributor within the territory of the festival, support will only be available for items directly related to delivering wider international promotional value such as:

- appointment of an international public relations agency;
- Production of press packs for the international press.
- Talent travel costs

Payment of Grant

The grant will be paid in two stages:

- The first 75% will be paid upon receipt of the two signed Funding Agreements, a high quality (get exact format) still from the film, with worldwide rights cleared for UKFC use and a Payment Request
- The last 25% will be paid upon receipt of the Post Participation Form and the final payment request.

All grants should be claimed in full no later than 10 months after being awarded. Any grants not claimed in full or in part within that time will be forfeited.

2. Requirements

If a grant is offered by the UK Film Council, the recipient will have to meet certain requirements, pre, during and post the festival, in order to access the grant. These are listed below.

2.1 Pre-festival requirements

Recipients should:

- Sign two copies of the Funding Agreement and return these to UK Film Council no later than two weeks after they are sent.
- Send the Export Unit a high quality still (no less than 300dpi), cleared for worldwide rights, for UKFC promotional use.
- Acknowledge UK Film Council's grant award: The UK Film Council logo should be included on all promotional materials produced for the festival post confirmation of UK Film Council IFFSS grant including on the film screened at the festival. The UK Film Council Export Unit will supply the logo on 35mm or digital format (as appropriate)
- Issue a payment request for the first three quarters of the grant and send this with the signed Funding Agreement.

2.2 At the festival requirements

Recipients should:

- Supply 4 invitations to UK Film Council's Export Development Unit, for the main official Festival screening, associated receptions/other social events and press conferences at the Festival.
- These 4 invitations should be supplied irrespective of any other invitations committed to UK Film Council.

2.3 Post-festival requirements

Recipients must:

- Complete the UK Film Council Post Festival Participation Form (see description below) no earlier than six months and no later than nine months after the Festival's end date.
- Supply a DVD of the film once available.

2.4 The Post Participation Form

The Post Participation Form (PPF) should be returned six months after the festival at the earliest, and no later than nine months after the festival start date.

The Post Participation Form will ask the recipient to provide:

Sales Data

- name and contact details of the distribution company that purchases the film in each international territory;
- rights sold;
- Sales price.

The UK Film Council want to capture this information to increase knowledge over time about the performance of UK films in the worldwide market place and will only use this data for statistical purposes at an aggregate level in order to maintain the confidentiality of the information.

Actual Budget

- Should the actual promotional expenditure be less than the estimated expenditure budgeted for within the IFFSS form; UK Film Council reserves the right to reduce the Grant proportionally.

Promotion Data

- list of international press coverage achieved through the film's participation at the festival;
- List detailing the promotional tools produced to support the film's participation at the Festival.

3. Definitions

For the purpose of IFFSS:

- A sales company is a single entity company with a core business of selling films in the international market. Applications will be accepted from UK and non-UK sales companies representing British films.
- a British film is one that is in receipt of a British Film Certificate issued under one of the following:
 - Schedule 1 of the Films Act 1985 (amended by the 2006 Finance Act)
 - one of the UK's bilateral film co-production agreements or

- the European Convention on Cinematographic Co-Production¹

In some circumstances, films that can prove they are substantially British (over 35% of the budget and elements) but not in possession of a British Film Certificate, may be considered. A points system will be applied to determine eligibility.

Notes

The UK Film Council reserves the right to alter the IFFSS guidelines at its discretion.

¹ Any co-productions making an application must be certified as a UK majority 35% co-production.

APPENDIX 1

IFFSS Eligible festivals, programme sections, premiere status and submission deadlines

Applications can only be made in respect of films that have been selected for the eligible sections of supported festivals, and by the deadline detailed below. Please note that only films receiving their World, European, North American, Asian, US or Canadian premiere at the festival for which funding is intended are eligible to apply to the scheme. The identity of the festival will determine which premiere is relevant to the application - full details appear below.

An individual film can receive IFFSS support twice only, either for one NON North American festival and one North American festival, or two different North American festivals.

IFFSS Eligible Festivals 2010-13 (arranged by date)

Festival / Eligible Section	Premiere Status	IFSS Application Deadline	PPF Submission NO SOONER THAN	Country
Karlovy Vary (2-10 July 2010)				
Documentary films in Competition; Forum of Independents; Open Eyes; Horizons; Another View; Variety Critics Award	World / European	2 Jun 2010	2 Jan 2011	Czech Rep
Locarno (4-14 August 2010)				Switzerland
Piazza Grande, Competition; Concorso Internazionale; Concorso Cineasti del Presente	World / European	4 Jul 2010	14 Feb 2011	
Venice (La Biennale) (1-11 September 2010)				Italy
Venezia 67, Orizzonti, Out Of Competition	World / European	1 Aug 2010	11 Mar 2011	
Telluride Film Festival (3-6 September 2010)				USA
All	World / North American / national	3 Aug 2010	6 Mar 2011	
Toronto (9-19 September 2010)				Canada
Masters; Reel to Reel; Sprockets; Visions	World / North American / national	9 Aug 2010	19 Mar 2011	
San Sebastian (17-25 September 2010)				Spain
Official selection, Zabaltegi (all); Velodrome	World / European	17 Aug 2010	25 Mar 2011	
Fantastic Fest (23-30 September 2010)				USA
All	World / North American / national	23 Aug 2010	30 Mar 2011	
Sitges International Festival of Fantastic Film (7-17 October 2010)				Spain
Official Fantastic; Oficial Noves Visions; Anima't, Midnight X-treme	World / European	7th September 2010		

Festival / Eligible Section	Premiere Status	IFSS Application Deadline	PPF Submission NO SOONER THAN	Country
Pusan International Film Festival (7-15 October 2010)				
Gala Presentation; World Cinema; Open Cinema; Flash Forward; Midnight Passion	World / Asian	7 Sep 2010	15 Apr 2011	S.Korea
Tokyo International Film Festival (23-31 October 2010)				
-	World / Asian	23 Sep 2010	23 Apr 2011	Japan
Rome Film Festival (28 Oct - 5 Nov 2010)				
Competition; Anteprima; Anteprima-Alice Nella Citta	World / European	28 Sept 2010	5 May 2011	Italy
Sundance (20-30 January 2011)				
All	World / North American / national	20 Dec 2010	30 Jul 2011	USA
Rotterdam (26 Jan - 6 Feb 2011)				
Tiger Competition, Bright Future, Spectrum, Signals	World / European	26 Dec 2010	6 Aug 2011	Netherlands
Berlin (10-20 February 2011)				
All	World / European	20 Jan 2011	20 Aug 2011	Germany
South By Southwest (12-21 March 2011)				
All	World / North American / national	12 Feb 2011	21 Sept 2011	USA
Hong Kong International Film Festival (20 Mar- 5 April 2011)				
All Competition Sections	World / Asian	20 Feb 2011	5 Oct 2011	China
Tribeca Film Festival (April 2011)				
All	World / North American / national	TBC	TBC	USA
Cannes International Film Festival (11-22 May 2011)				
All	World / European	11 Apr 2011	21 Dec 2011	France
Anney Animation Festival (7 - 10 June 2011)				
Feature film competition	World / European	7 May 2011	10 Jan 2012	France